

COMMERCE LEXINGTON INC.



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GUIDE TO GAINING MEDIA ATTENTION

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## PUBLICATION SPONSOR:



## PUBLICATION CREDITS...

**THIS GUIDE PUBLISHED BY  
COMMERCE LEXINGTON INC.**

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## HOW THIS GUIDE CAN HELP YOU

This **Guide to Gaining Media Attention** was created with the members of the Commerce Lexington in mind. The guide intends to assist business owners in promoting their companies by illustrating the ways in which the media can be an excellent medium for success. We hope that this publication will provide you with information that will enable you to feel comfortable in working with the media so that your company may continue to grow and reap the benefits of the Bluegrass area.

The **Guide to Gaining Media Attention** provides general information concerning the local media. Our staff has included some wide-ranging tips on building relationships, as well as what reporters/editors look for when considering what is news to their readers. Directions and examples on writing press releases, targeting your messages, and talking with reporters are just a few of the items this guide addresses. Tips from the experts themselves - local media representatives - will give you some inside information. Additionally, there is contact information for local media outlets, as well as important news copy deadlines so that you can ensure that your news at least gets a look.

From television to newspaper, the media is a great way to get your company's name out to the community. We hope that you may use this guidebook as a reference for your media interactions, as well as a contact source. Remember, Commerce Lexington is always here to help you!



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**N**ews is informative and relevant to the general public. It has three main purposes: **to inform**, **entertain**, and **persuade**.

It may appear before an event to inform the public or after an event to record it. Think about your target customer in order to uncover the newsworthiness in your business. Think about how your business provides some type of service, product or information that excites, intrigues or provokes.

It is important to know what is newsworthy and what is not. Sending out press releases for every minor hap-

pening will destroy your credibility with the media and reduce the probability of having your real news published or broadcast. Reserve news releases for the truly newsworthy events.

Journalists consider what has news value when deciding what to publish or broadcast. These traditional values include impact, timeliness, prominence, proximity, conflict, the bizarre or unusual, and currency. Consider these values in working with the media so that the most important and interesting information about your business gets to the reader in the most efficient manner.

## BUILDING RELATIONSHIPS WITH MEDIA

**I**t is important for your business to build and maintain a solid foundation with the media. There are a few underlying principles to remember when working with the media:

- ❑ Be honest. You should always tell the truth or explain the reasons why you cannot discuss that subject when speaking with reporters. Remember that with Internet resources, written information on your company is easily accessible, so watch your words closely.

- ❑ Be current and remember that timing is everything. Because time and space is often limited in news outlets, look for slow news days or seasons to get the maximum coverage for your business. Remember to be respectful of deadlines - they are not flexible.

- ❑ Take the time to get to know the journalists as individuals; learn their styles and background. This is key to winning their trust and keeping your issues at the forefront.

## DIFFERENT TYPES OF MEDIA

### PRINT MEDIA

Newspapers allow you to reach a large number of people within a specified area. Some advantages for small businesses in choosing to advertise in newspapers are that there is more flexibility in terms of ad size and placement and exposure to the ad is not limited. However, there is a declining readership, ad space can be expensive, and newspapers are typically read once and then tossed out. Magazines enable you to reach highly targeted audiences, have a relatively long ad life and are typically re-read several times before being discarded. However, magazine ads are limited in terms of ad placement and format and are potentially expensive.

### TELEVISION MEDIA

Television allows you to reach a large amount of people in a small amount of time. Small businesses typically use either spot television or cable television. A spot television ad is placed on one station in one market. The number of people who see your ad strictly depends on who is tuned to that station at that particular time. Cable advertising is placed either on a local cable television channel or on a cable network. The number of people reached by this form depends upon the cable market. Using television as a medium to promote your business allows you to convey your message with sight, sound and motion. However, this form of adver-

tising is relatively expensive due to airtime and production. Television ads may require multiple exposures to really get your message out there.

When writing for broadcast journalism, remember the four C's - correctness, clarity, conciseness, and color. The selection of news often depends on its timeliness, its audio or visual impact, and that it offers information rather than an explanation to the audience.

### RADIO MEDIA

Radio also has the ability to quickly reach a large number of consumers. Radio advertising is able to efficiently target your audience. The vast array of radio program formats allows you to gear your message to almost any target audience. Radio is commonly used by small businesses because it is somewhat inexpensive and because deadlines for placing radio advertisements are reasonably short. The disadvantages of radio are that there is no visual product for customers to identify with and the messages are often very short. Additionally, like television, multiple exposures may be required.

## HOW TO WRITE & STRUCTURE A PRESS RELEASE



A press release is one of the primary ways for your company to communicate news and information to the media. Because the media receives such a tremendous amount of releases daily, your first step is making sure that the journalist reads your release. Find out if they prefer to receive email, fax, or hardcopy. Make sure to have a creative headline that is short, edgy and descriptive.

A press release should tell readers who, what, when, where, why, and how. Put the most important information in the front, provide necessary details in the middle, and make sure to include contact information at the end.

Use simple, declarative statements to make your point; avoid hype, over-inflated claims, and technical terms. Be active and to the point so that your reader gets excited about your news. Use quotes whenever possible to liven up the story and increase your impact. The media likes to use quotes because they bring the audience closer to the subject of the story. Placing your most important points in quotes increases the chance that they will be used in the final release.

Lastly, try to keep your release to two pages or less, double-spaced. It is a good idea that you and several others proofread the release before distribution. **SEE SAMPLE PRESS RELEASES ON PAGES 5-6.**

Send the release to several media outlets. It helps to know the deadlines and publishing or broadcasting schedules. In addition to the media, you might want to send your release to local associations, legislators, and other local business people.

### **HINT:**

**Make sure your news release is addressed to or sent to a specific reporter or editor. General releases may not reach the person responsible for that topic.**

## WHAT IS AN “EMBARGOED” NEWS RELEASE?

An embargoed news release is simply a time when the release may be used. News releases should always include a release time that allows editors to know when the information may be released. Embargoed releases are distributed prior to when they should be used in order to cooperate with deadlines of editors. An embargo release may include the following:

***For release after 10 a.m. OR Embargoed until Monday, March 15***

Generally, editors will abide by embargo times; however, there is nothing you can do if the information is published prior. Hence, you should be very careful in releasing an embargoed news release and only do so when you know the editor can be trusted.

# SAMPLE PRESS RELEASES



June 1, 2023

TO: Local Media Outlets

From: Mark Turner  
Commerce Lexington Inc.  
330 East Main Street, Suite 100  
Lexington, KY 40507  
mturner@commercelexington.com

## **Commerce Lexington Welcomes Brett Bibb as Director of Marketing**

Commerce Lexington Inc. is pleased to welcome Brett Bibb as its new Director of Marketing, responsible for enhancing the image and visibility of the organization by leading brand strategy, creating marketing assets, and developing and coordinating the overall marketing plan to support all internal departments and programs.

“We’re excited to welcome Brett to the Commerce Lexington family. His experience building marketing strategies for nonprofits and organizations in our market, as well as his extensive involvement with our team and leadership programs, will help us further elevate our brand throughout the region,” said Bob Quick, President and CEO of Commerce Lexington.

Brett served as chair of Commerce Lexington’s EMERGE Steering Committee in 2021 and 2022 and is a 2019 graduate of Leadership Lexington, during which his class project team launched the annual DiverCity Festival that showcases over 40 cultures through live performances, art, food, and educational booths.

“Central Kentucky is a special place, and I couldn’t be more excited to join the team at Commerce Lexington to serve our community, engage with our members, and contribute to the booming economy,” said Brett.

Brett previously worked in marketing roles for Dean Dorton (2019-2023) and Downtown Lexington Partnership (2016-2019). He will begin his tenure with Commerce Lexington on June 5th by participating in the Leadership Visit to Grand Rapids, Michigan.

Contact Brett Bibb by e-mail at [bbibb@commercelexington.com](mailto:bbibb@commercelexington.com).

# TAILOR YOUR PRESS RELEASE FOR MORE ATTENTION



Vital info: Who, What, Where, When

Monday, September 23, 2019

## Media Opportunity

**PRESS CONFERENCE:**  
**Thursday, September 26, 11:00 a.m.**  
**ABC Accounting Service LLC**  
**919 Winchester Road**  
**CONTACT: (859) 226-1625**

Use catchy headline for community-oriented news story

## Local Partnership aimed at giving people second chances

One of the goals of Commerce Lexington Inc.'s Minority Business Development program is to foster strategic partnerships among its minority members. One such partnership involves one of Lexington's newest arrivals, ABC Accounting Service, owned by Mr. and Mrs. Payroll.

It's no secret that the husband and wife duo are strong believers in helping people in any way they can. Combine their strong faith with the workforce training and improvement efforts of Employment Solutions, and you've got a unique partnership aimed at giving displaced workers second chances that will have quite an impact on the local workforce.

Here is how it works - ABC Accounting Service has been looking for people to hire for its new business at 919 Winchester Road. Commerce Lexington's 2010 Minority Business of the Year will utilize testing resources to identify workers' skills. Meanwhile, Employment Solutions has a brand new accounting program where prospective employees can work and train until hired.

Tyrone Tyra, Vice President of Commerce Lexington's Minority Business Development program, said, "This will be a great feeder system of employees for ABC Accounting Service. Because of this partnership, these workers will now have great opportunities for second chances, and the Lexington workforce will benefit tremendously."

A press conference will be held outside of ABC Accounting Service this Thursday, Sept. 26, beginning at 11:00 a.m. On hand for the event will be Lexington Mayor Pam Miller, Commerce Lexington Inc. President Bob Quick, representatives of Employment Solutions, as well as ABC Accounting Service.

**PRESS CONFERENCE AGENDA ENCLOSED**

###

Note if more info enclosed or available



## TARGETING YOUR MESSAGE

**Y**ou should determine your target audience in order to direct your message. Find out which local media outlets reach that audience and would be the most receptive to and interested in your story. Target audience refers to the intended audience, and is usually defined in terms of specific demographics such as age, men and/or women, as well as income, product purchase behavior, product usage or media usage. There are many different mediums for getting your targeted message to your target audience. Consider some of the following:

### **Signs**

Signs are everywhere around us. From billboards to storefront, signs are excellent vehicles for delivering your message.

### **Advertising - Magazine/Newspaper**

Whether you use a full-page ad, a smaller ad, or the classifieds, ads are a great way of reaching a targeted audience. Make sure to choose the specific sections that target your prospects.

### **Web-Site**

The Internet is a great place to reach a large amount of people. The time is vastly approaching when all businesses should have a website in order to prosper.

### **Social Media**

The use of social media can be effective not only because of the people that you or your business are connected to, but also because of the reach that your connections may have. Social media allows you to target your ads toward very specific segmented groups, and all of it is trackable for ROI.

### **Video**

The use of video has become an important tool both to promote something that is coming up and as a way to push out post-event news. Video is great, but be sure to keep it brief.

## **FOLLOW-UP TO PRESS RELEASE**

**I**t is a good idea to leave some information out of your original release. This will allow you to contact the reporter with additional vital information to your news, such as the time of a specific event. Or, this will oblige the reporter to contact you if he or she believes the release is newsworthy. Sending out just one release may or may not get published. Sending a follow-up press release on the same news but with a different angle and attaching the original press release can increase the probability of getting published or broadcast.

### **Post Event / Press Conference Releases**

It is a good idea to send out a press release before the press conference or event that details what will take place. Distribute a copy of this release to the journalists present. After the event or conference, write a second release that details the happenings.

# PROMOTING YOUR BUSINESS THROUGH COMMERCE LEX.

## RIBBON CUTTINGS & GRAND OPENINGS

As a benefit to members, Commerce Lexington Inc. can assist you with a ribbon cutting ceremony at your grand opening event, and help promote it through a variety of communications available at Commerce Lexington. To get started selecting a date and time and learn more about the CLX ribbon cutting policies and procedures, contact Hannah Lindon on our staff at (859) 226-1612 or [hlindon@CommerceLexington.com](mailto:hlindon@CommerceLexington.com).

## NO COST PROMOTION OPTIONS AVAILABLE TO COMMERCE LEXINGTON INC. MEMBERS

As an active member of Commerce Lexington Inc., there are plenty of ways for you to get the word out on events through our communications avenues. Here are some options listed below that are available at no cost to members:

### ON-LINE MEMBER NEWS PAGE:

Press releases can be posted to our on-line Member News page on the [CommerceLexington.com](http://CommerceLexington.com) web site. Submit your company's press releases to [mturner@CommerceLexington.com](mailto:mturner@CommerceLexington.com) or [lbennett@CommerceLexington.com](mailto:lbennett@CommerceLexington.com).

### POST EVENTS IN THE ON-LINE CALENDAR:

Commerce Lexington Inc. has one the most comprehensive on-line calendars in the area located on its web site at [www.CommerceLexington.com](http://www.CommerceLexington.com), with hundreds of events posted to its Community Calendar. CLX members can use their MEMBERS LOG-IN information to submit events to the on-line calendar. To receive your company's log-in information, call (859) 254-4447.



### PERSONNEL ANNOUNCEMENTS:

Commerce Lexington Inc. publishes company personnel and award/recognition announcements inside its monthly *Business Focus* magazine. You can submit personnel announcements to [mturner@CommerceLexington.com](mailto:mturner@CommerceLexington.com). While our magazine format does not have enough space for photos of individuals, be sure to include photos when you send your announcements to other media outlets in the area.

### SOCIAL MEDIA:

Commerce Lexington Inc. has two social media groups where **members can post information** about upcoming events, programs, news, products, and services. The Facebook group at [www.facebook.com/groups/CommerceLexington](http://www.facebook.com/groups/CommerceLexington) has about 5,900 members, while the LinkedIn group at [www.linkedin.com/groups/3937103/](http://www.linkedin.com/groups/3937103/) has over 2,400 members.

## 25 Tips for Gaining Media Attention

*Courtesy of Nancy Wisner - Wisner Strategies*

1. Do something.
2. Make it fun & entertaining.
3. Do it on a slow news day.
4. Invite someone important to have a role.
5. Involve a lot of people.
6. Use animals and/or children.
7. Provide lots of action.
8. Localize the story.
9. Show how you are different.
10. Personalize it to each outlet's format.
11. Show the emotion.
12. Capitalize on conflict.
13. Time it with deadlines and newscasts.
14. Tie it in with current news.
15. Notify the media in advance.
16. Remind them.
17. Remind them again.
18. Follow up afterwards if they don't show.
19. Pitch it to multiple reporters/editors.
20. Offer facts, particularly statistics.
21. Keep information brief.
22. Contact media regularly.
23. Use a colorful spokesperson.
24. Build on holidays, seasons or months.
25. Do something "wrong."



## MAKE IT EASY TO COVER YOUR EVENT/STORY

Once you have established your target audience, covering your event or story will be much easier. Knowing your target audience helps decide such factors as what publications you should advertise in, where you should put up fliers, and what radio stations would be best to use.

Sending out your own press releases can be very time consuming. Consider using a press release distributor service. Some companies to check out include: Business Wire, Internet Wire, eReleases.com, Web Wire, and US News Wire. If you are sending the releases yourself, find out the name of the reporter that covers the section where you want your news to appear. Sending the release to "Editor" without a name lessens your chances of your news being published. Be sure to spell their name correctly!

### THINGS TO KNOW WHEN TALKING WITH REPORTERS

Before your interview, take the time to think of the key messages you wish to convey, anticipate questions both good and bad, and consider other related issues. Here are a few guidelines to keep in mind when talking with reporters:

- ❑ Do discuss only those activities within your area of expertise and/or responsibility. Do not let the interviewer draw you into other areas.
- ❑ Do take advantage of every opportunity to voice your key messages.
- ❑ Do illustrate your answers with analogies and examples.
- ❑ Do answer a question with a "headline" first, then use facts and examples to back it up whenever possible.
- ❑ Do use simple, direct sentences.
- ❑ Don't ramble - once you have answered the question, stop talking.
- ❑ Don't say "no comment." It is considered rude and people will think that you have something to hide.
- ❑ Don't use jargon. Remember that even though you are answering the reporter's questions, you are ultimately talking to the public.
- ❑ Don't be afraid to pause to think before answering questions. It may prevent you from saying something you might regret.

Also, keep in mind that body language can say a lot. Be sure not to fidget, use big gestures or cross your arms. You should always focus on the reporter and not allow your eyes to wander.



## KNOW DEADLINES FOR MEDIA OUTLETS

**D**eadlines are extremely important to meet for the news media. Publication and broadcasting cannot be delayed and preparing news for release often takes time. You should be aware of the deadlines for media outlets to ensure your news gets released at the proper time.

For radio stations and the television media you should try to get your news releases in the mail at least four days before your event.

For weekly newspapers, get your publicity to them at least three working days before their publication date.

For a daily newspaper, news releases should be submitted about a week in advance. The absolute latest you should submit to daily newspapers is noon two days before you would want it to appear. Deadlines for special editions of the paper and Sunday issues may vary depending on the newspaper. Check deadlines carefully.

# LOCAL MEDIA OUTLETS

This section is meant to be a starting point to getting your news to the right outlet. Please check contact information to ensure that it is still correct.

The following media outlets are Commerce Lexington Inc. Members



## TELEVISION MEDIA OUTLETS

### WLEX-TV (Ch. 18.1) NBC

1065A Russell Cave Road  
Lexington, KY 40505  
Phone: (859) 381-1801  
Fax/Newsroom: (859) 254-2217  
www.LEX18.com

### WKYT-TV (Ch. 27.1/27.2) CBS/CW 2851

Winchester Road  
Lexington, KY 40509  
Phone: (859) 299-2727  
Fax/Newsroom: (859) 293-1578  
www.wkyt.com

### WDKY-TV (Ch. 56) FOX

836 Euclid Avenue, Suite 201  
Lexington, KY 40502  
Newsroom: (859) 268-1234  
Newsroom Fax: (859) 293-1578  
www.fox56news.com

### KET (Ch. 46)

600 Cooper Dr., Lexington, KY 40502  
Phone: (859) 258-7000  
Fax: (859) 258-7399  
www.ket.org

### WTVQ (ABC 36)

6940 Man O' War Blvd  
Lexington, KY 40509  
Phone: (859) 294-6074  
www.wtvq.com

## MAGAZINES/PUBLICATIONS

### Best Version Media dba North Lexington Living Magazine

1518 Grant Drive, Lexington, KY 40511  
Phone: (859) 447-7424

### Business Lexington

434 Old Vine St., Lexington, KY 40507  
Phone: (859) 266-6537  
www.bizlex.com

### Chevy Chaser Magazine

434 Old Vine St., Lexington, KY 40507  
Phone: (859) 266-6537  
www.chevychaser.com

### The Group Travel Leader

301 E. High St., Lexington, KY 40507  
Phone: (859) 253-0455  
www.grouptravelleader.com

### The Lane Report

465 E. High Street, Suite 124  
Lexington, KY 40507  
Phone: (859) 244-3500  
www.lanereport.com

### Southsider Magazine

434 Old Vine Street  
Lexington, KY 40507  
Phone: (859) 266-6537  
www.southsidermagazine.com

### Tiny Empire Properties

3508 Castlegate Wynd  
Lexington KY 40502  
Phone: (863) 287-4253

### Top Marketing Group

465 E. High Street, Suite 201  
Lexington, KY 40507  
Phone: (859) 543-8677  
www.topsinlex.com

### TravelHost of the Bluegrass

107 Limestone Lane  
Georgetown, KY 40324  
Phone: (859) 351-6728  
www.travelhost.com/lexington

## INTERNET MEDIA

### Lexington Herald-Leader/ Kentucky.com

Phone: (859) 231-3164  
www.kentucky.com

### TopsInLex.com

Phone: (859) 543-8677  
www.topsinlex.com

### Tadoo.com

Phone: (859) 266-6537  
Tadoo.com

## NEWSPAPERS

### H-L Media (Lexington Herald- Leader/Kentucky.com)

105 W. Loudon Ave.  
Lexington, KY 40508  
Phone: (859) 231-3164  
Fax: (859) 231-1659  
www.kentucky.com

### Kentucky Kernel

University of Kentucky  
026 Grehan Journalism Building  
Lexington, KY 40506  
Newsroom: (859) 257-1915  
Fax: (859) 323-1906  
www.kykernel.com

### Smiley Pete Publishing

434 Old Vine St.  
Lexington, KY 40507  
Phone: (859) 266-6537  
https://smileypete.com/

# MORE LOCAL MEDIA OUTLETS

**NOTE:** This list represents members of Commerce Lexington Inc. There are other media outlets available both locally and regionally that are searchable on the web. If your news/event has a regional reach, keep in mind that most counties in Kentucky have their own newspaper - generally a weekly paper, but several are published more times per week.

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## RADIO STATIONS

### **L.M. Communications Broadcast Media Group**

401 W. Main Street, Suite 301  
Lexington, KY 40507  
Phone: (859) 233-1515

LMCommunications@lmcomm.com

**Stations:** WGKS-FM (96.9) soft rock/talk; WLXG-AM (1300) all sports; WBTF-FM (107.9) R&B; WLXO-FM (96.1) talk; WBVX-FM (92.1) classic hits; WCDA-FM (CD 106.3) top 40.  
www.lmcomm.com

### **RadioLex**

Greyline Station & Market  
101 W. Loudon, Lexington, KY 40508  
Phone: (859) 721-5688

**Stations:** WLXU 93.9FM; WLXL 95.7FM; RadioLex.us  
<https://radiolex.us>

### **University of Kentucky (NPR)**

#### **WUKY 91.3 FM**

2640 Spurr Rd, University of Kentucky  
Lexington, KY 40511  
Phone: (859) 257-3221  
E-mail: [wuky@wuky.org](mailto:wuky@wuky.org)  
[www.wuky.org](http://www.wuky.org)

### **WRFL-FM (88.1)**

#### **University of Kentucky Student Run Radio**

Room CB72, Whitehall Classroom Building, 140 Patterson Drive, University of Kentucky, Lexington, KY 40506  
Phone: (859) 257-9735  
E-mail: [contact@wrfl.fm](mailto:contact@wrfl.fm)  
[www.wrfl.fm](http://www.wrfl.fm)

### **WEKU-FM (88.9) classical/NPR**

521 Lancaster Avenue, 102 Perkins Building Richmond, KY 40475  
Phone: (859) 622-1662  
E-mail: [weku@eku.edu](mailto:weku@eku.edu)  
[www.weku.org](http://www.weku.org)

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For an up-to-date list of Commerce Lexington member media outlets, please visit:  
<https://web.commercelexington.com/atlas/directory/category/radio-stations>

<https://web.commercelexington.com/atlas/directory/category/television-stations>

<https://web.commercelexington.com/atlas/directory/category/newspapers>

<https://web.commercelexington.com/atlas/directory/category/publishers-magazines>

<https://web.commercelexington.com/atlas/directory/category/publishers>



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